

Clean Set of Amended Claims

Sub C1 1. (Amended) An apparatus for transmitting and receiving a message using a caller ID, comprising:

a first communications device having an embedded circuit to receive, modulate, and transmit information;

a cable/mobile communication company switching device configured to receive the information from the first communications device and provide access to a communication network for the first communications device, the cable/mobile communication company switching device having an embedded circuit for demodulating the information and transmitting the information and identification information of the first communications device as caller ID data; and

a subscriber device configured to receive the information and the identification information from the first communications device through the cable/mobile communication company switching device and the communication network as caller ID data when a ring signal is generated by the cable/mobile communication company switching device to the subscriber device, the subscriber device having an embedded circuit to demodulate and identify a sender of the information and a display unit to display the information.

Sub C2 6. (Amended) A method for transmitting and receiving a message using a caller ID, comprising:

- C2  
J2  
cont
- (a) providing information of at least one message recipient and a message to be transmitted to the at least one message recipient;
  - (b) modulating the at least one message recipient's information, with the message and information of a message provider; and
  - (c) transmitting a ring signal and the modulated information of the at least one message recipient, the message, and the message provider information wherein the message and message provider information are transmitted as caller ID data.
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- Sub C3
- J3
13. (Amended) A method for transmitting and receiving a message using a caller ID, comprising:
- receiving a ring signal and a corresponding caller ID data including an advertisement message and caller information, and demodulating the received advertisement message and caller information;
  - displaying the demodulated caller information on a display section;
  - displaying the contents of the demodulated advertisement message on the display section, and listing the displayed advertisement message contents to store the listed advertisement message contents in a memory; and
  - identifying the stored advertisement message contents.
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SubC 4 18. (Amended) A method for transmitting and receiving a message using a caller ID, comprising:

providing advertisement service subscriber information and an advertisement message;

modulating the advertisement service subscribers information and advertisement message and information on a sender of the advertisement message;

transmitting a ring signal and a corresponding caller ID data including the advertisement message and sender information to service subscribers associated with the advertisement service subscriber information;

receiving the ring signal and corresponding caller ID data containing the advertisement message and sender information by an advertisement service subscriber corresponding to the advertisement service subscribers information, and demodulating the received advertisement message and sender information; and

displaying the demodulated calling party information and the contents of the demodulated advertisement message on a display.

SubC 5 20. (Amended) An apparatus for transmitting and receiving a message using caller ID, comprising:

an input circuit, to receive and modulate message data;

CS  
AS  
a communications circuit, coupled to receive and demodulate the modulated message data and receive an identification signal from the input circuit and generate a caller ID message including the message data and the identification signal; and

a receiving terminal, coupled to the communications circuit to receive the caller ID message including the demodulated message data and the identification signal when a ring signal is received from the communications circuit.

Sub-C6  
31. (Amended) A method for transmitting and receiving a message using a caller ID, comprising:

providing advertisement service subscriber information and an advertisement message;

modulating the inputted advertisement service subscribers information and advertisement message, and information on a calling party;

transmitting the modulated advertisement service subscribers information, advertisement message and calling party information;

receiving the transmitted advertisement service subscribers information, advertisement message and calling party information, and demodulating the advertisement message and calling party information of the received advertisement service subscribers information, advertisement message and calling party information;

*AB*  
*Cont*  
~~modulating the demodulated advertisement message and calling party information,  
and transmitting a ring signal and a corresponding caller ID data containing the modulated  
advertisement message and calling party information;~~

~~receiving the transmitted ring signal and corresponding caller ID data containing  
the advertisement message and calling party information, and demodulating the received  
advertisement message and calling party information;~~

~~displaying the demodulated calling party information and the contents of the  
demodulated advertisement message on a display.~~

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**B. Please add new claims 33-35 as follows:**

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33. (New) A method for receiving a message using a caller ID, comprising:

receiving a ring signal and a corresponding caller ID data from an information service provider, wherein the caller ID data comprises an identification of the information service provider and a text message from the information service provider; and

at least one of displaying the caller ID data on a display screen and storing the caller ID data in memory.

34. (New) The method of claim 33, wherein the information service provider is an advertiser and wherein the text message from the information service provider is an advertisement.

35. (New) The method of claim 33, wherein a communication company switching device receives the text message from the information service provider along with the identification of the information service provider and an identifier of at least one intended recipient and establishes a call to the at least one intended recipient to transmit the caller ID data.

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